

**Abstract**

Disclosed is a system and method for generating affinity data, i.e. data that indicates the interest of a viewer or user in broadcast information such as a video, audio or data broadcast. Automated or manual selection can be made either at an upstream site or at the set-top box for selecting alternative sources of content based upon the affinity data. Return channels can be provided through upstream transmissions through a cable, Internet connections, etc. to an origination site which may comprise a content provider, a TV studio, a head-end, or other upstream location. Affinity data can be remotely sensed by sensors, that are built in or connected, to the set-top box. Further, affinity data can be manually generated by the viewer or user, by various methods such as manually entering data in response to trigger icons that appear on a video broadcast or audio transmission. Triggers for triggering responses and transmitting data can be inserted in the vertical blanking interval of a video feed or can be periodically generated by the set-top box.